

## Outreach, research, and social media support for the Office of Public Engagement!



Project Title	Outreach, research, and social media support for the Office of Public Engagement!
Project Summary	Use your research, writing, graphic design, and social media skills to help the Office of Public Engagement connect diplomacy to a domestic audience.
Country	United States

## Project Description

The Office of Public Engagement (PA/OPE) fulfills a mission of the State Department's Bureau of Public Affairs to inform Americans about the importance of foreign affairs and the work of the Department. PA/OPE connects the Department to domestic audiences, directly engaging the American people to explain the Department's policies and priorities at home and abroad, through various outreach activities such as briefings, conferences, social media campaigns, and other events in Washington, D.C. and around the country.

PA/OPE is launching a new social media campaign designed to highlight the State Department programs and connections that benefit local communities throughout America. Help us launch a social media campaign explaining how the Department's work matters to each U.S. state!

We are looking for creative and enthusiastic students who can help us with the following tasks:

- **Social media engagement:** Research and draft original social media content relevant to ongoing public engagement programs, as well as research and draft social media content on foreign policy topics and State Department activities across the country. Measure web traffic and social media analytics. Develop an optimal posting schedule (based on web traffic and engagement metrics). Suggest innovative ways to increase page membership, likes, and overall engagement.
- **Graphic design:** Create engaging graphics, on an as needed basis, related to an ongoing social media campaign that highlights the different ways the State Department impacts each U.S. state and territory. Design posts to generate curiosity and create buzz around State Department partnerships and economic contributions in each State.
- **Research:** Research local community resources and civil society organizations in all 50 states to build upon an existing outreach contact database.

## Required Skills or Interests

## Skill(s)

---

Data analysis

---

Editing and proofreading

---

Graphic design

---

Infographic design

---

Marketing

---

Research

---

Social media management

---

Writing

---

## Additional Information

*None*

## Language Requirements

*None*